

FIGURE 1

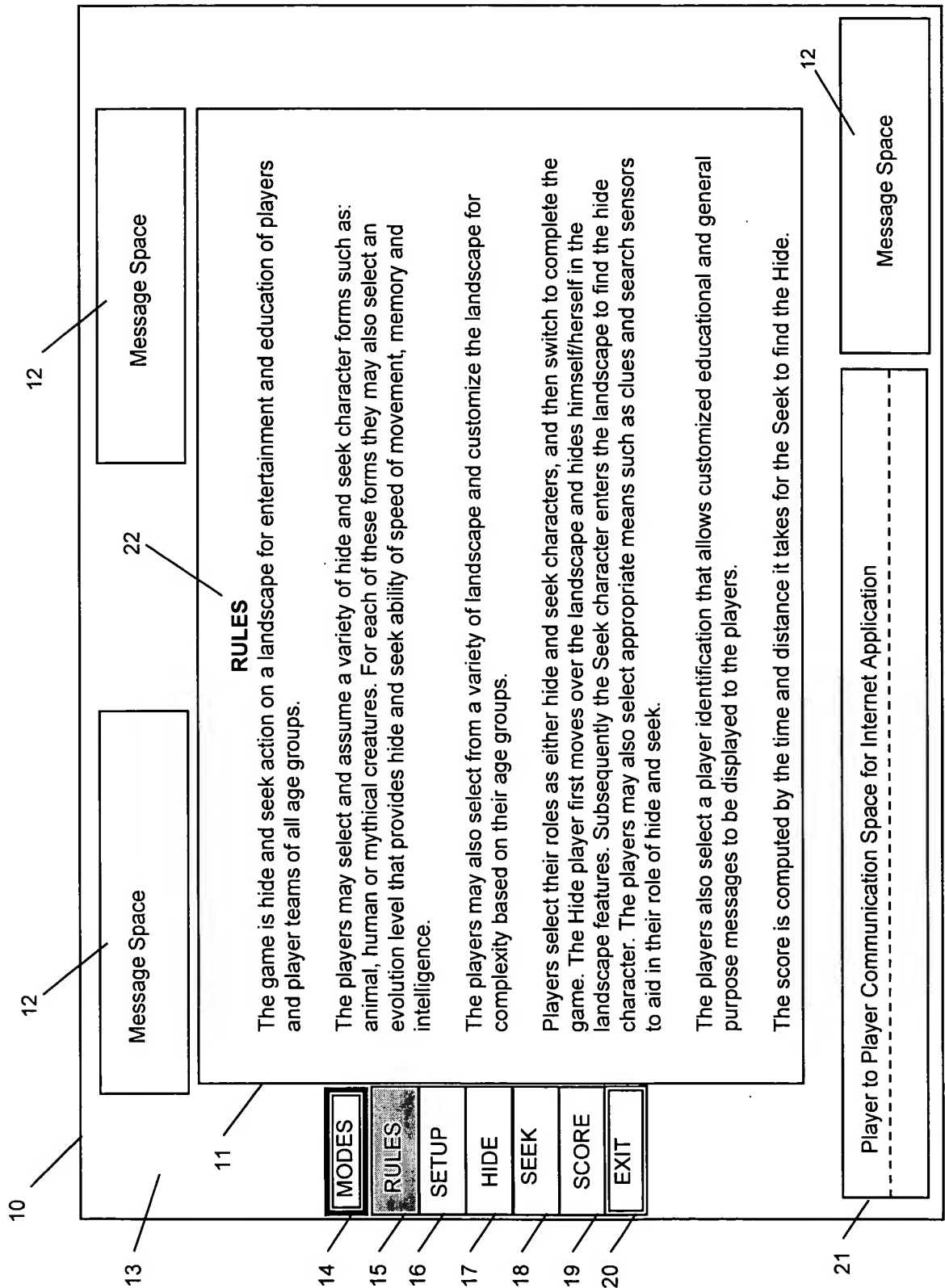


FIGURE 2A

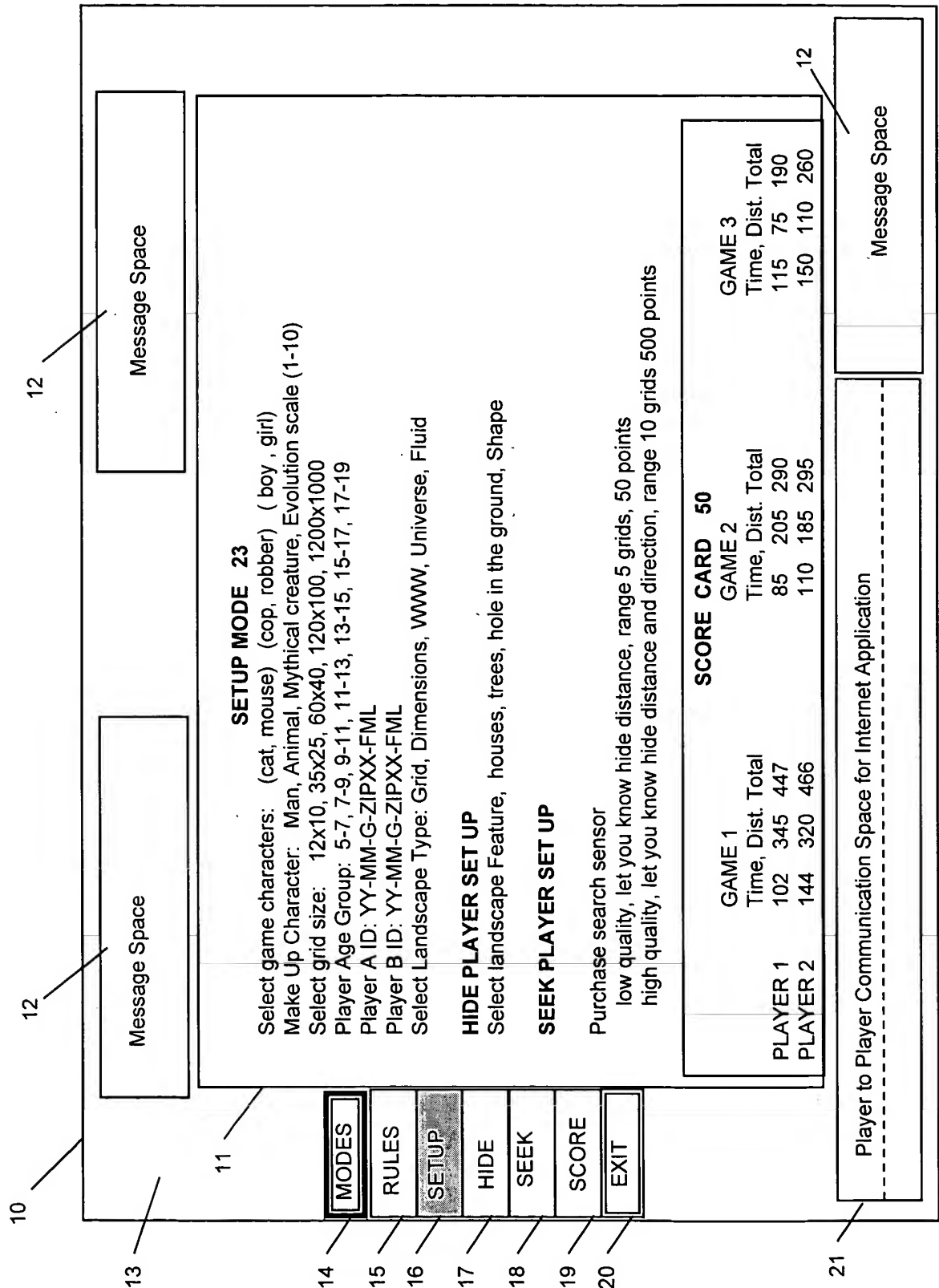


FIGURE 2B

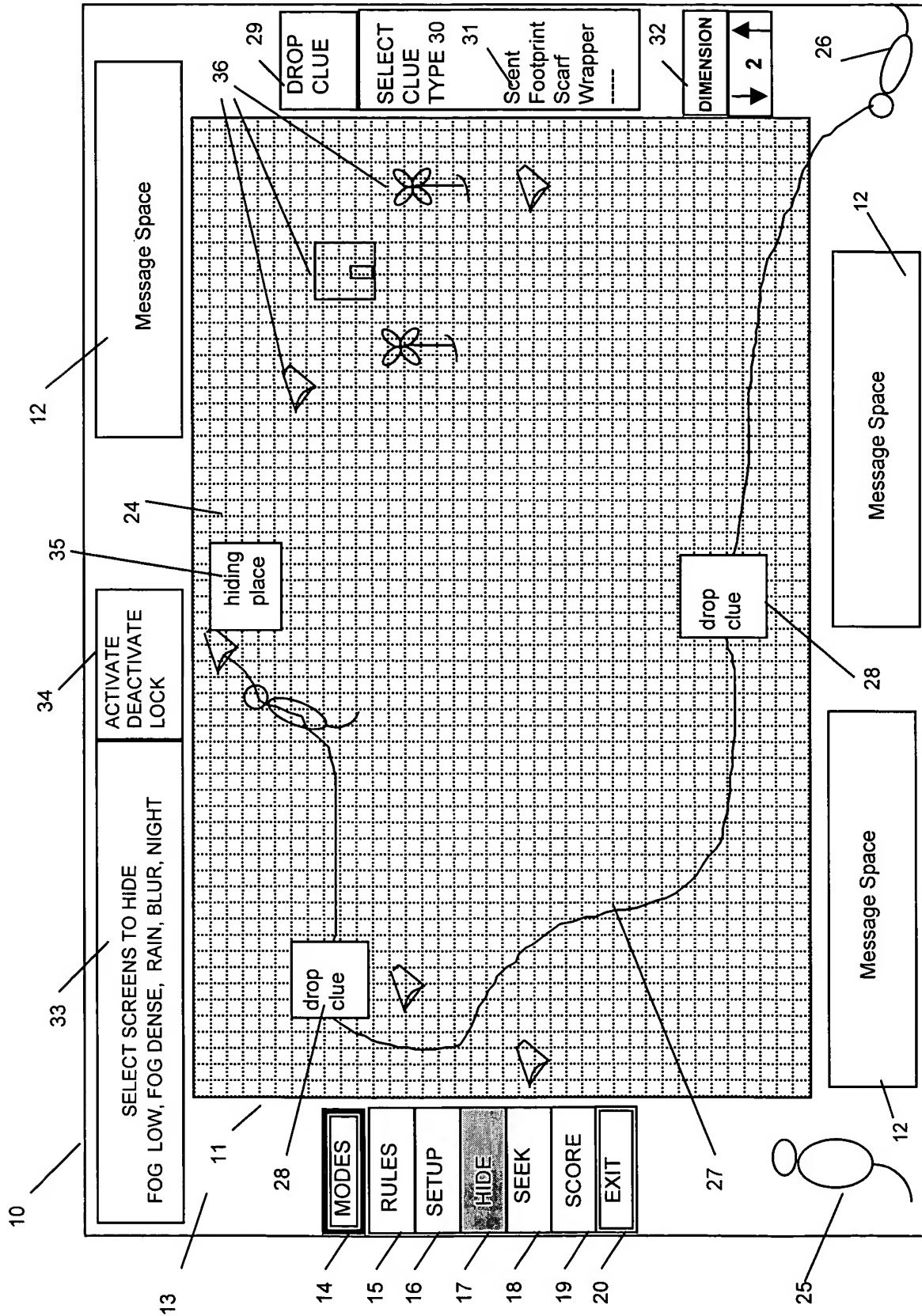


FIGURE 3A

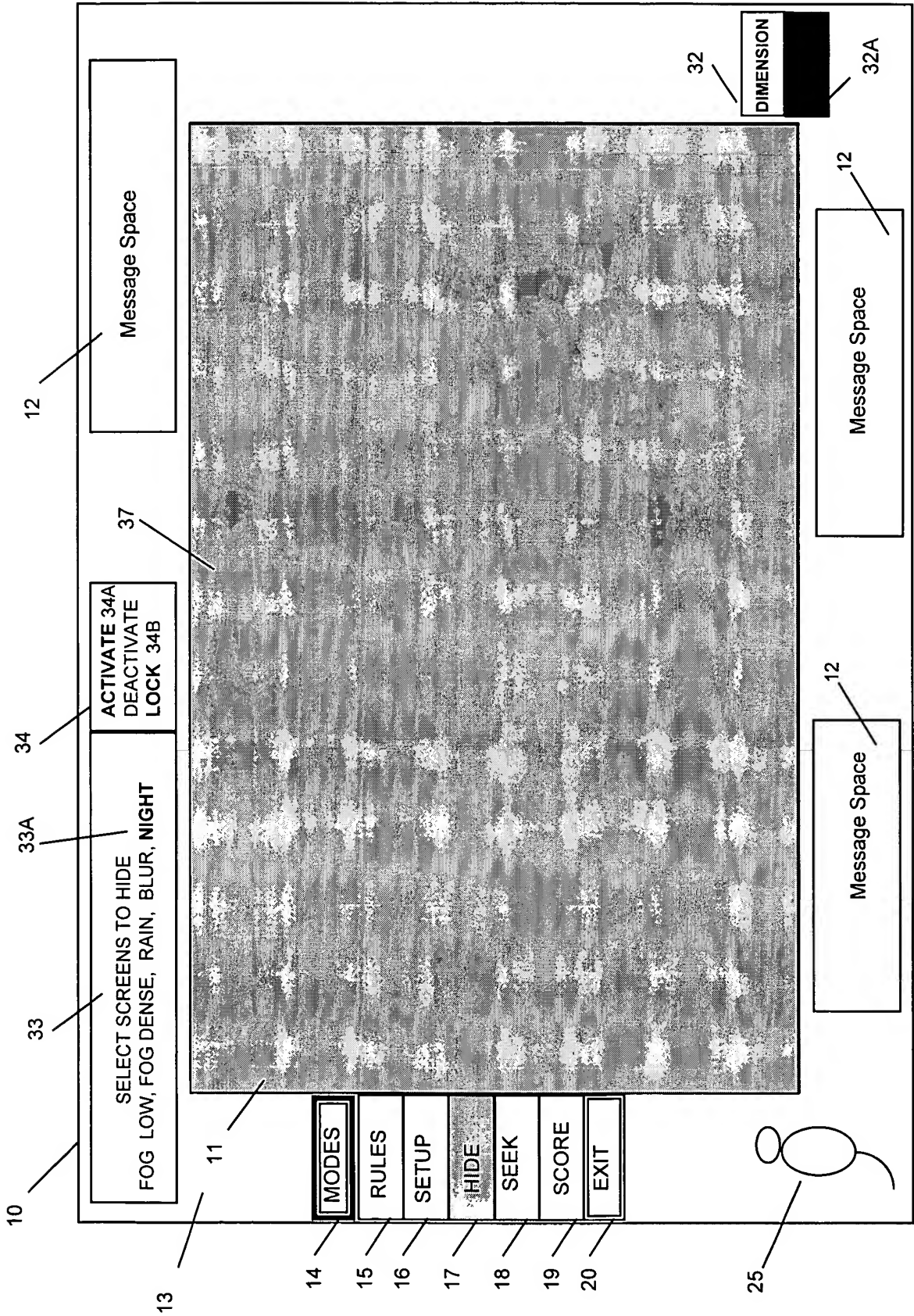


FIGURE 3B

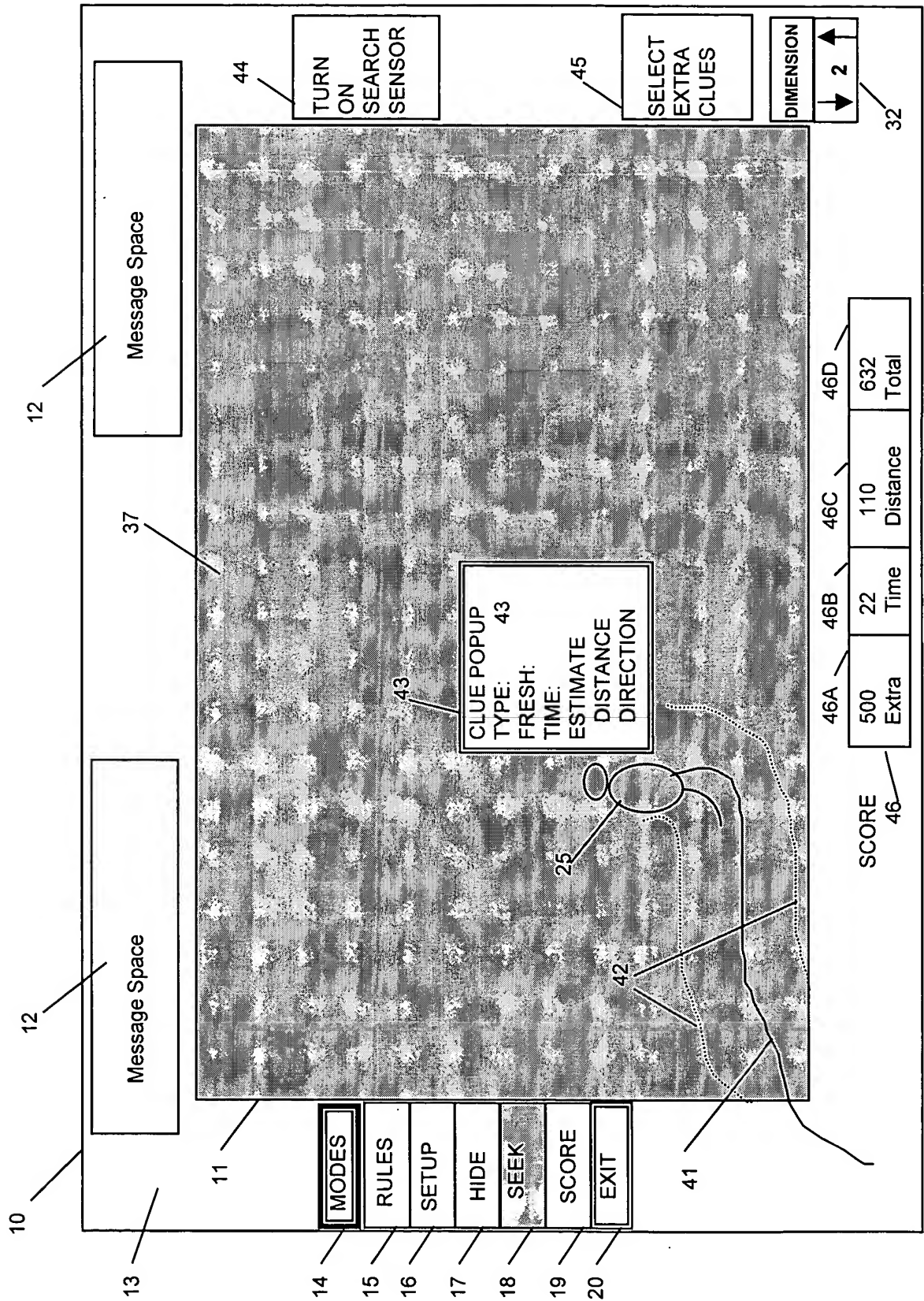


FIGURE 4A

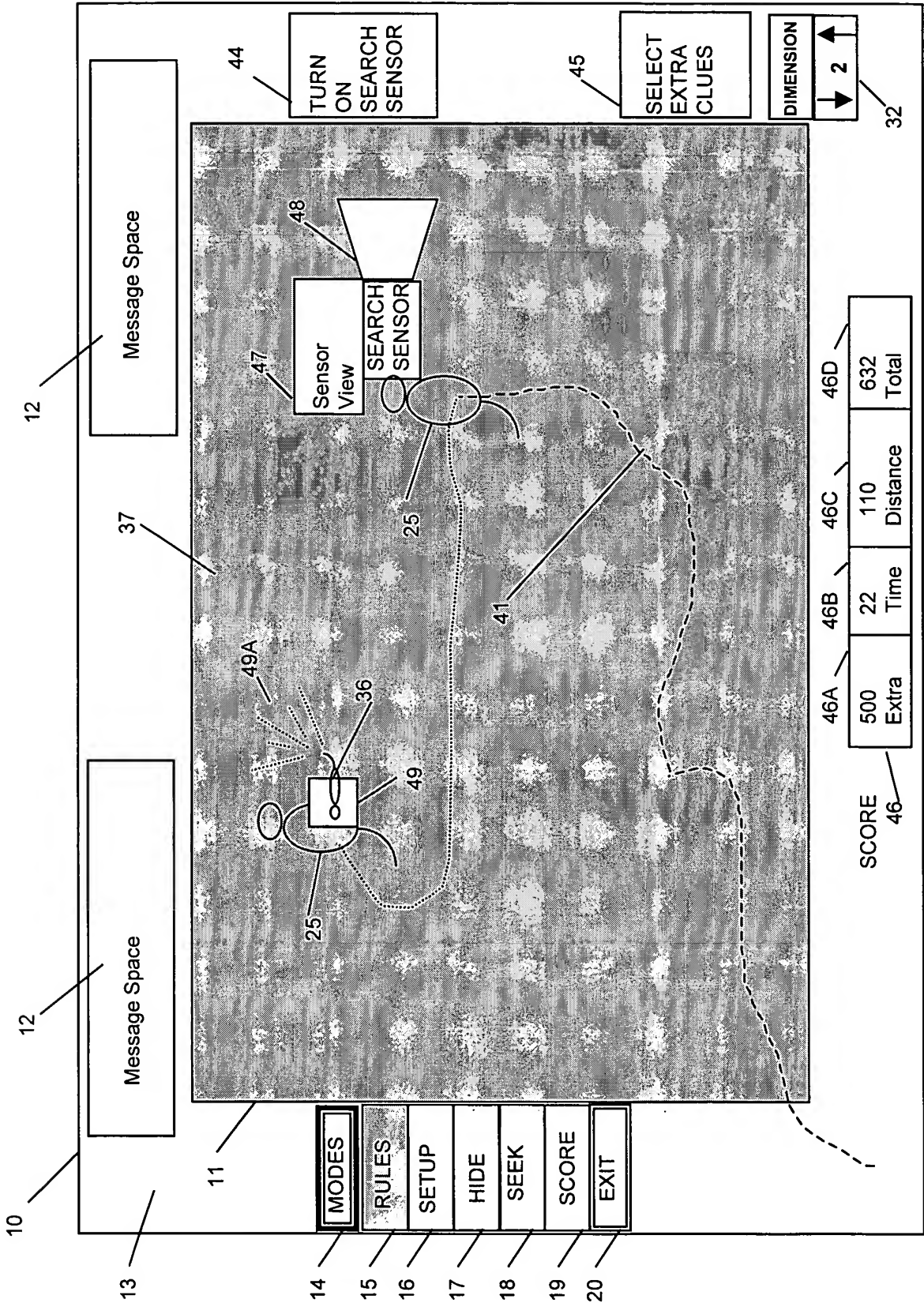


FIGURE 4B

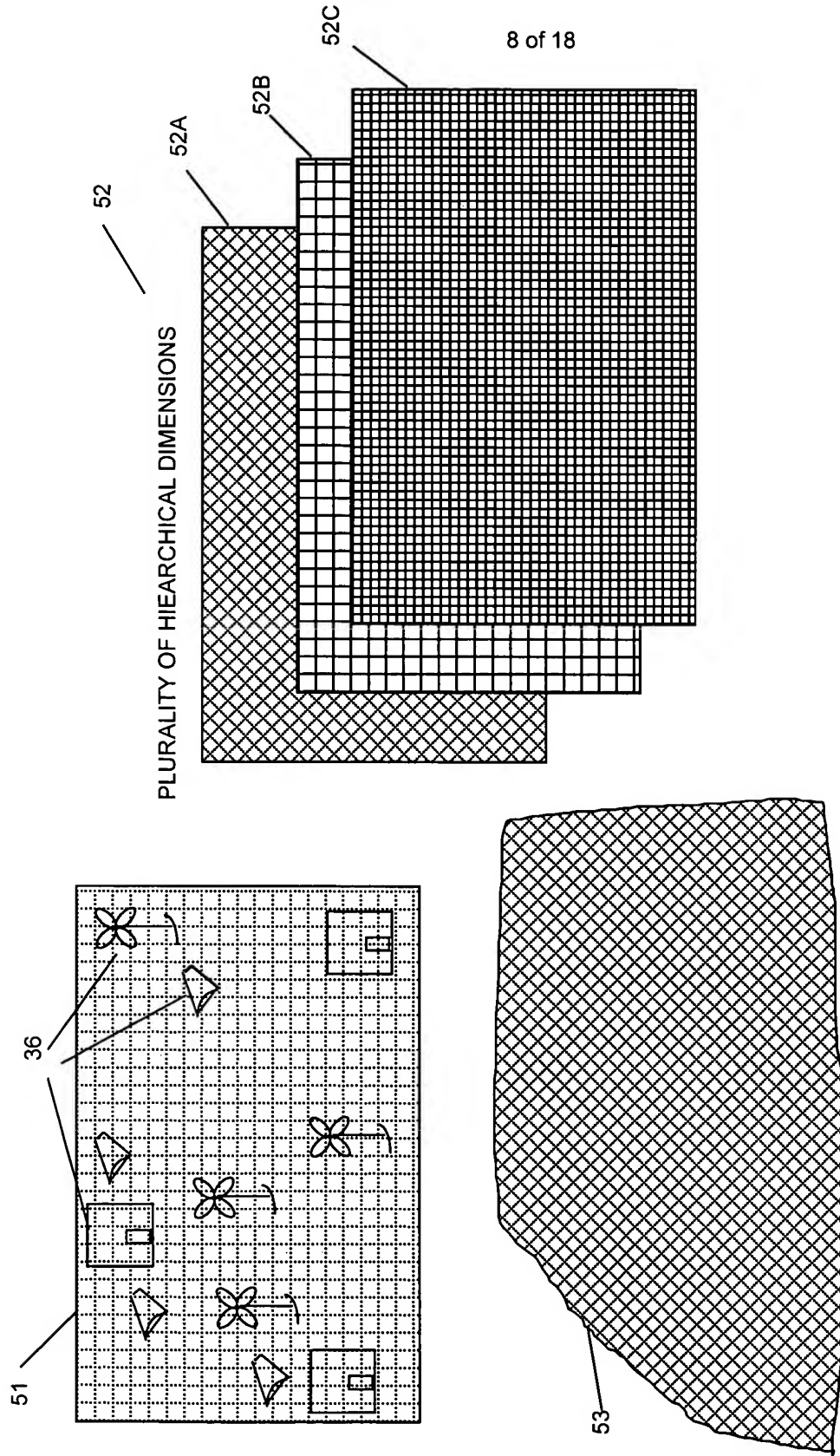


FIGURE 5

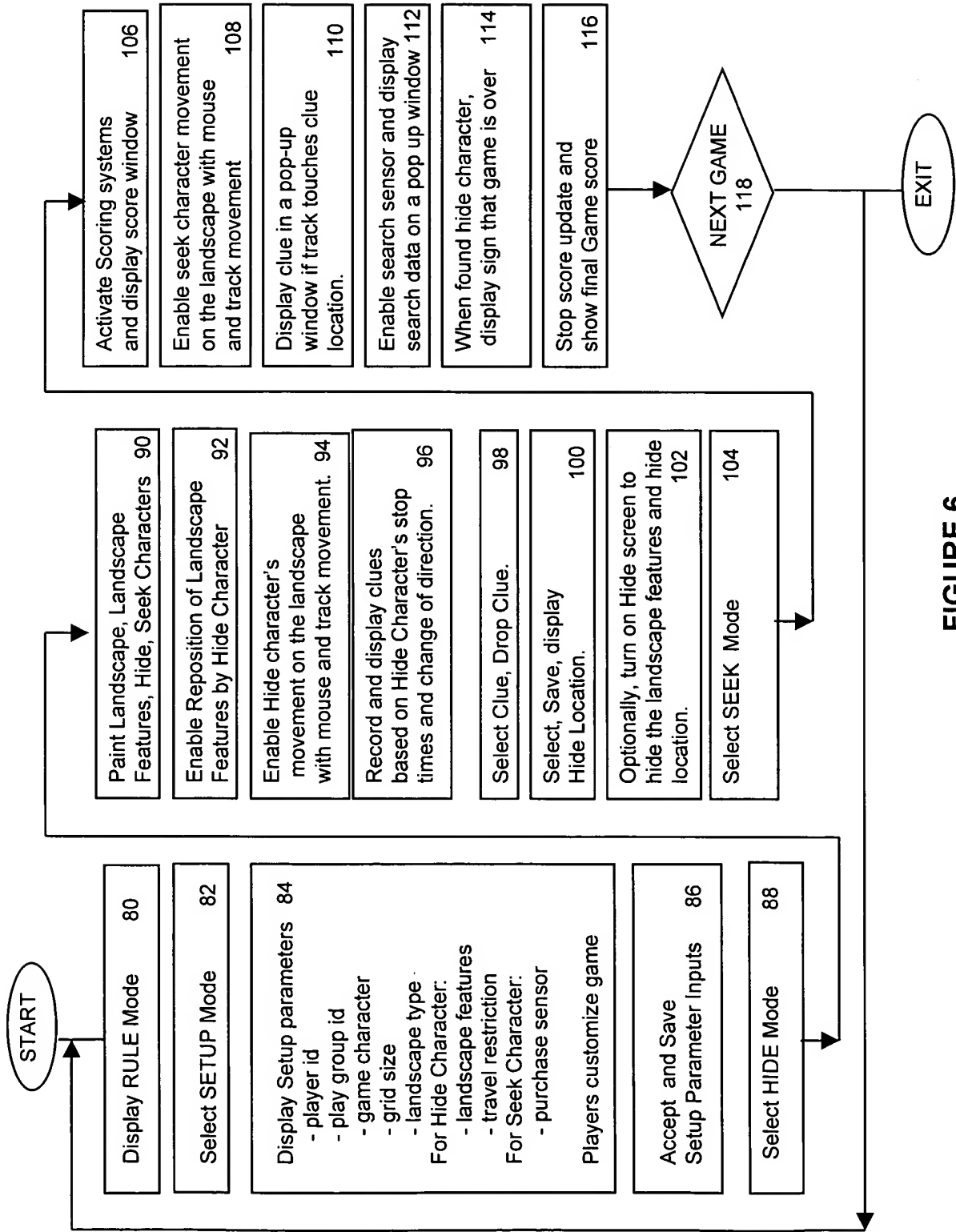


FIGURE 6

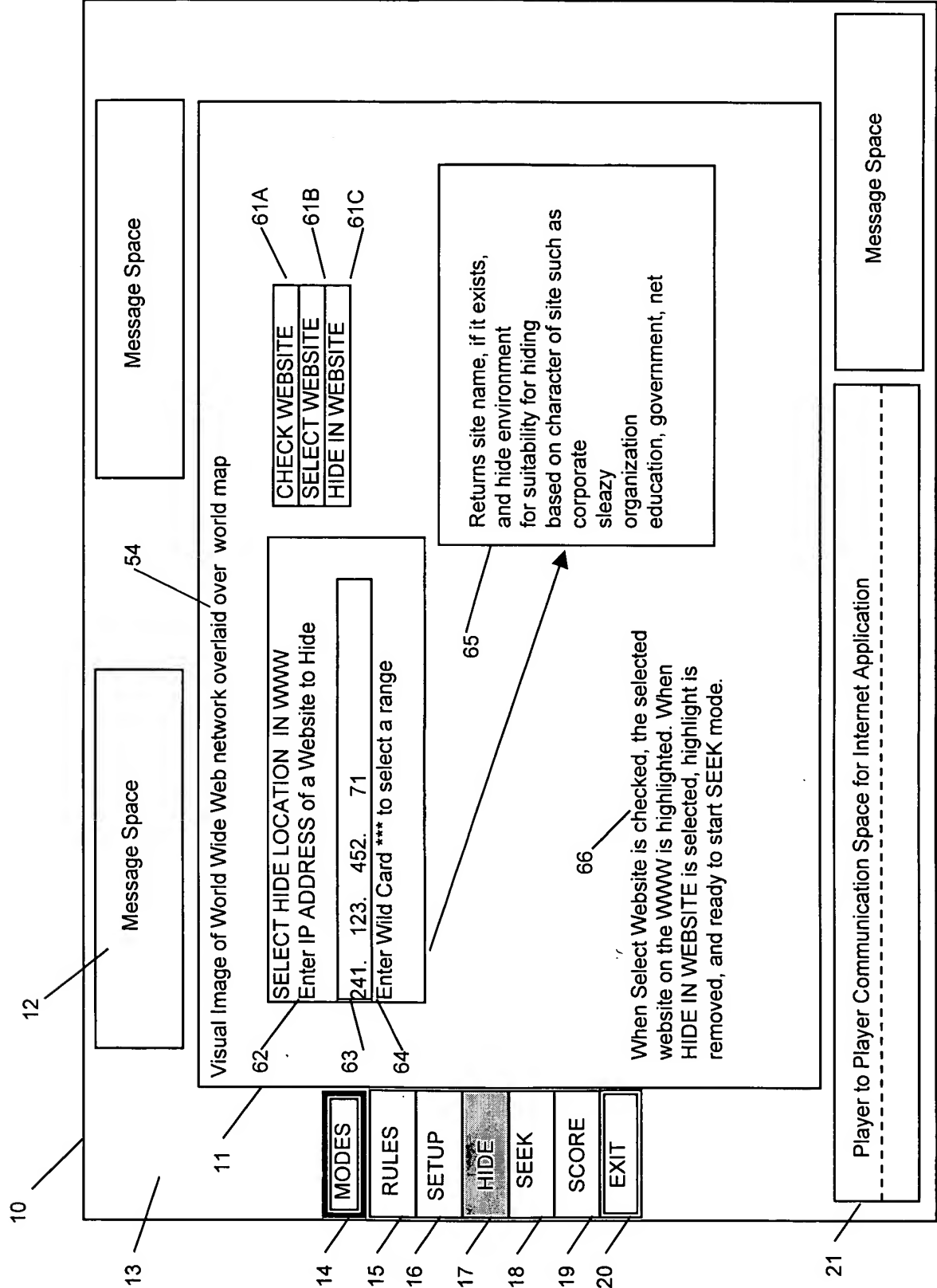


FIGURE 7A

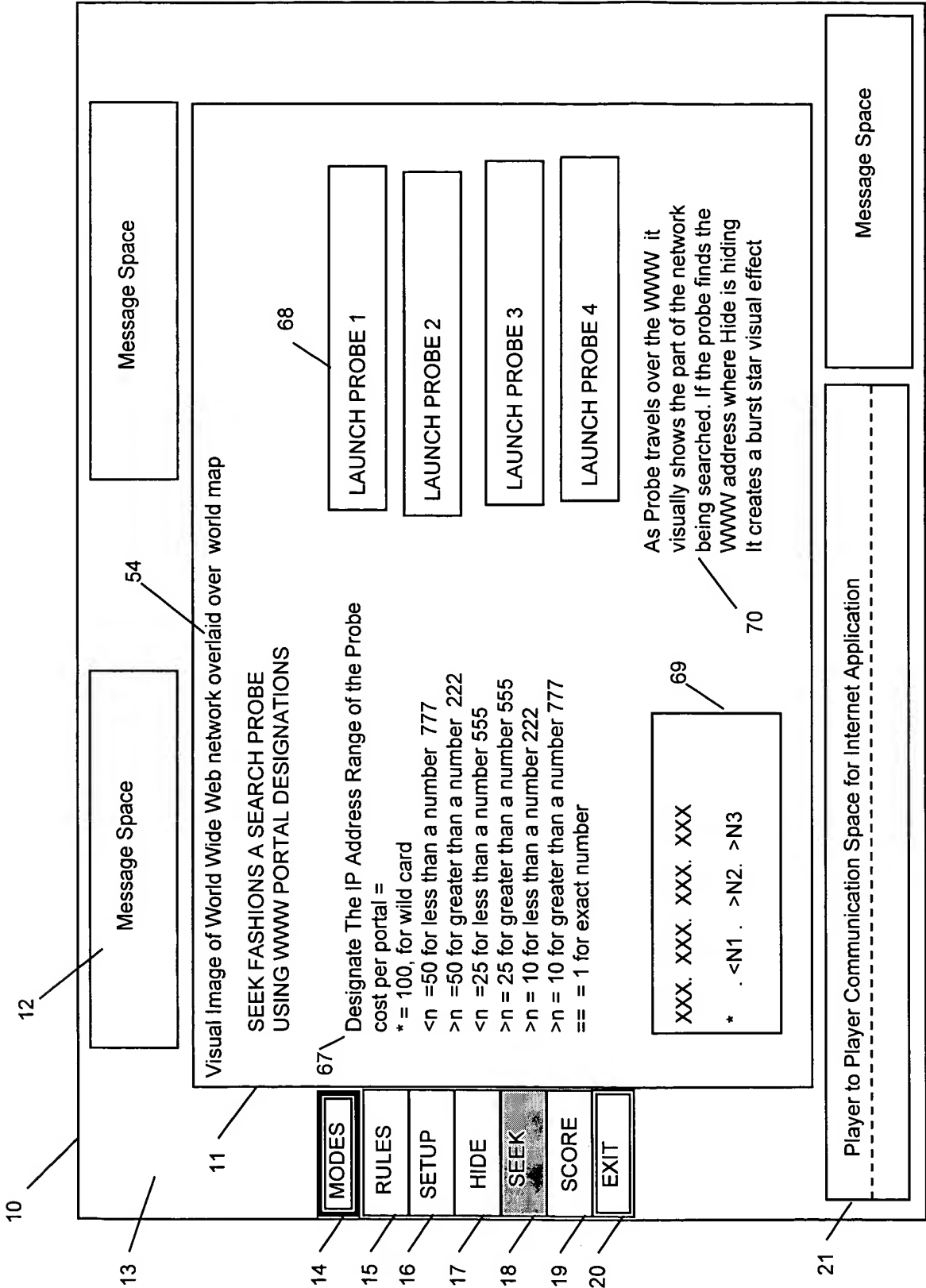


FIGURE 7B

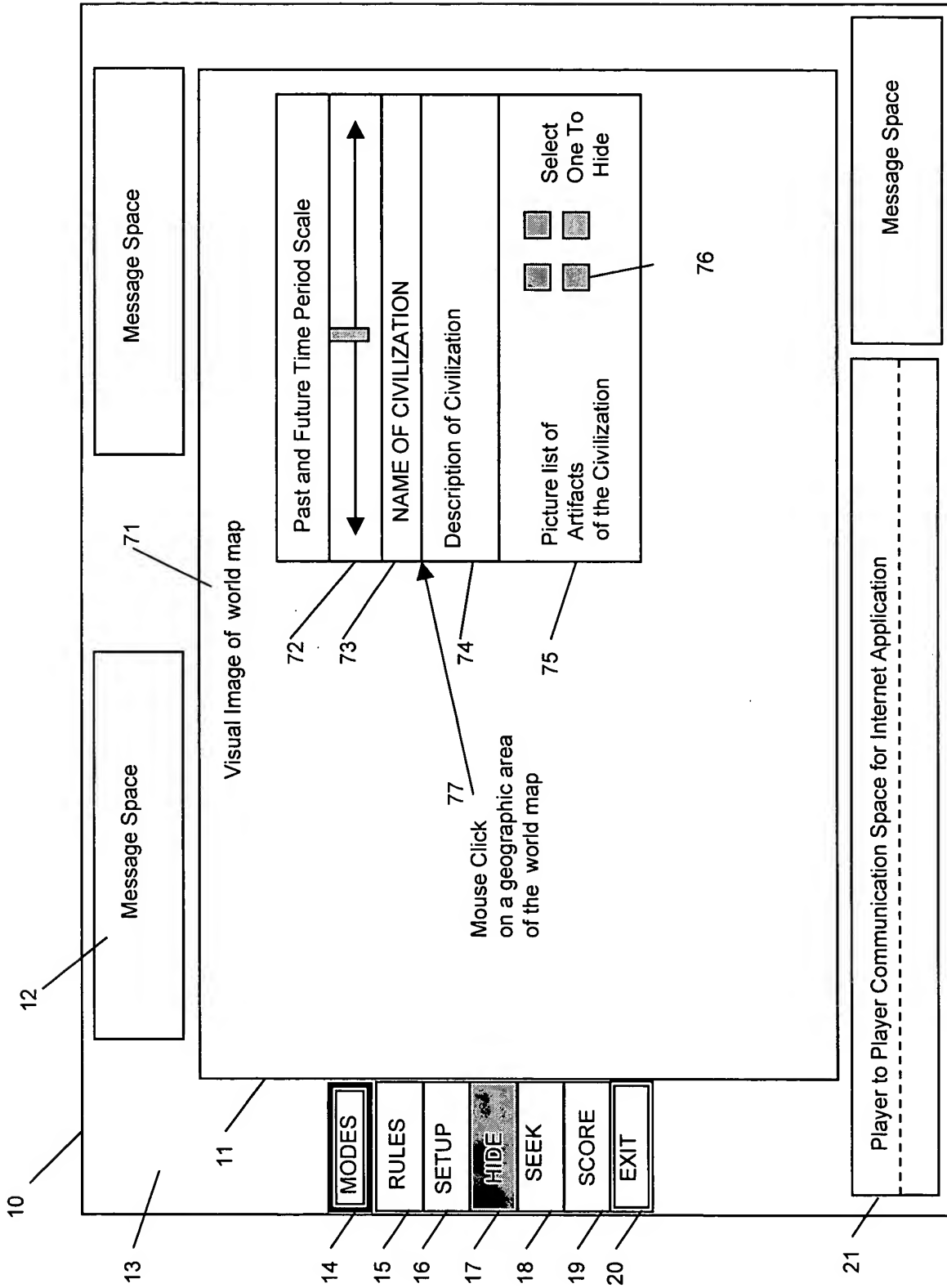


FIGURE 8A

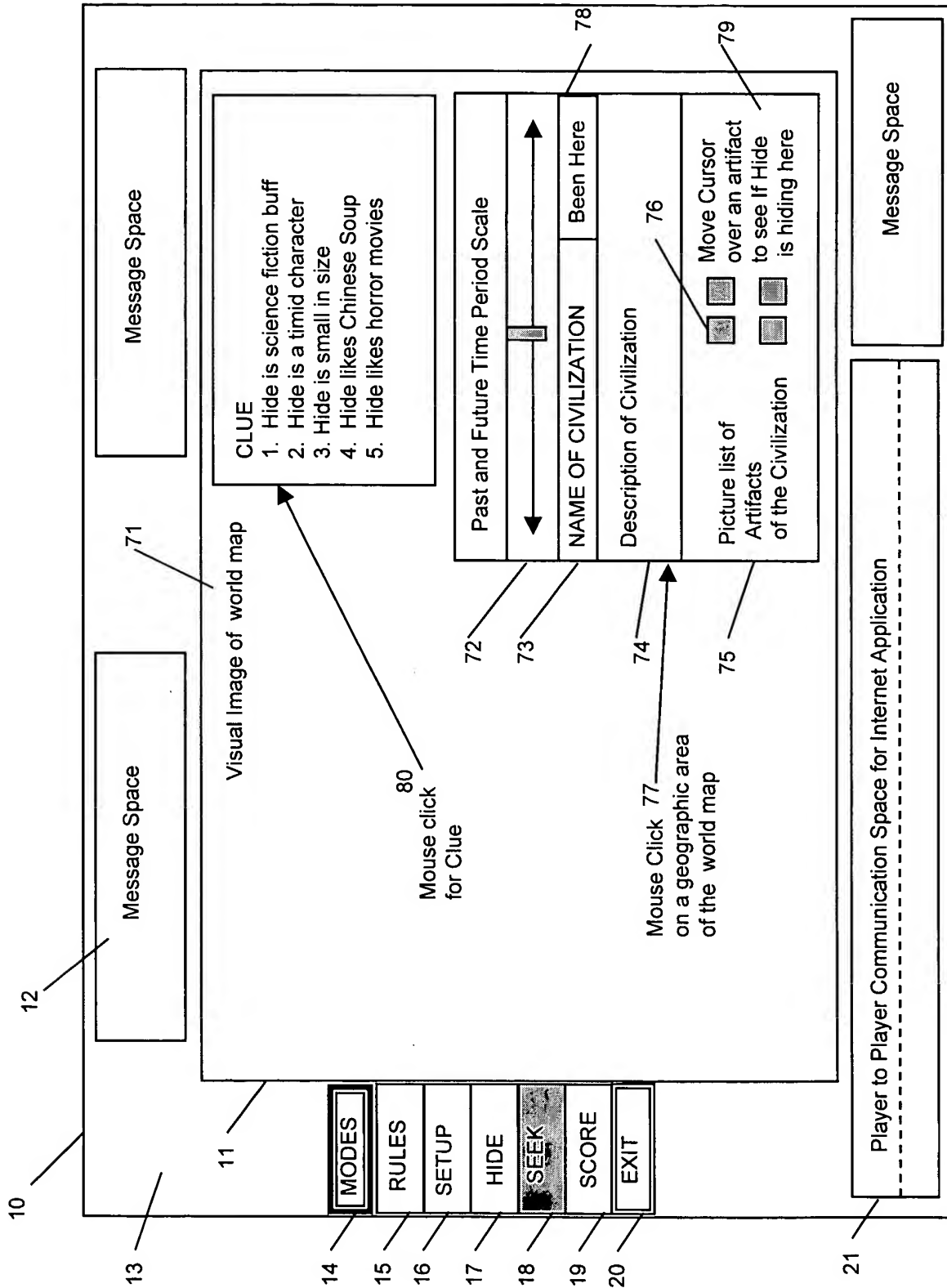


FIGURE 8B

120	Player ID: YY-MM-M-ZIPCD-FML Message: Jeff Brush your teeth before going to Bed --- your bother
120	Player ID: YY-MM-M-ZIPCD-FML Message: Happy Birthday to You Kevin --- your aunt in Nebraska
120	Player ID: YY-MM-M-ZIPCD-FML Message: I love you. You are sooooo cute --- Jennifer
122	Player ID: XX-XX-M-ZIPCD-XXX Message: Go for the Bruins. Down with the Trojans --- Your team captain
122	Player ID: YX-XX-X-ZIPCD-XXX Message: Have Good Holidays. See You next Year --- WHS Principal
124	Player ID: YY-MM-X-XXXXX-XXX Message: Congratulations on your graduation --- your Governor Moonbeam
124	Player ID: YX-XX-X-ZIPCD-XXX Message: Football season tickets are on sale now --- Sports team
126	Player ID: YY-XX-F-ZIPCD-XXX Message: Barbie for Free, Specially for you --- your local toy store
126	Player ID: YY-XX-M-ZIPCD-XXX Message: Burger and Fries are half price for you --- your local fast food

FIGURE 9A

MESSAGE RULES 130 Number of Messages/Mode = 4 1 - Commercial 1- Habit 1 - Event/Location 1 - Personal
MESSAGE DATA BASE STRUCTURE 132 Record1 Message Id: 132A 1456721 Message Content: 132B Text/Graphic file Message Type: 132C Commercial, Habit, Event/Location, Personal Game Mode: 132D Rules, Setup, Hide, Seek, and Score Dependency: 132E Age Group 133A Gender 133B Location 133C Season 133D Time 133E Player ID Record2 Message Id: 132A 1456722 Record3

FIGURE 9B

Player Message List 134

Player ID: YY-MM-G-ZIPCODE-FML 136

RULES: Message Spaces: 3 138A

Message Space: 1 139A : Display Frequency: 4 139B Message Type: Commercial 132C, Message ID 132A
 Message Space: 2 139A : Display Frequency: 3 139B Message Type: Community 132C, Message ID 132A
 Message Space: 3 139A : Display Frequency: 2 139B Message Type: Event 132C, Message ID 132A

SETUP: Message Spaces: 4 138B

Message Space: 1 139A : Display Frequency: 4 139B Message Type: Commercial 132C, Message ID 132A
 Message Space: 2 139A : Display Frequency: 3 139B Message Type: Commercial 132C, Message ID 132A
 Message Space: 3 139A : Display Frequency: 2 139B Message Type: Event 132C, Message ID 132A
 Message Space: 4 139A : Display Frequency: 2 139B Message Type: Event 132C, Message ID 132A

HIDE: Message Spaces: 2 138C

Message Space: 1 139A : Display Frequency: 4 139B Message Type: Commercial 132C, Message ID 132A
 Message Space: 2 139A : Display Frequency: 3 139B Message Type: Personal 132C, Message ID 132A

SEEK: Message Spaces: 3 138D

Message Space: 1 139A : Display Frequency: 4 139B Message Type: Commercial 132C, Message ID 132A
 Message Space: 2 139A : Display Frequency: 3 139B Message Type: Commercial 132C, Message ID 132A
 Message Space: 3 139A : Display Frequency: 2 139B Message Type: Event 132C, Message ID 132A

SCORE: Message Spaces: 4 138E

Message Space: 1 139A : Display Frequency: 4 139B Message Type: Commercial 132C, Message ID 132A
 Message Space: 2 139A : Display Frequency: 3 139B Message Type: Commercial 132C, Message ID 132A
 Message Space: 3 139A : Display Frequency: 2 139B Message Type: Event 132C, Message ID 132A
 Message Space: 4 139A : Display Frequency: 2 139B Message Type: Event 132C, Message ID 132A

Player ID: YY-MM-G-ZIPCODE-FML 136

RULES: Message Spaces: 3 138A

Message Space: 1 139A : Display Frequency: 4 139B Message Type: Commercial 132C, Message ID 132A
 Message Space: 2 139A : Display Frequency: 3 139B Message Type: Commercial 132C, Message ID 132A
 Message Space: 3 139A : Display Frequency: 2 139B Message Type: Event 132C, Message ID 132A

FIGURE 9C

<div>MESSAGE ENTRY SCREEN 150</div> <div>Message Type: 151</div> <div><> PERSONAL 152</div> <div><> EVENT 153</div> <div><> COMMUNITY 154</div> <div><> COMMERCIAL 155</div>	<div>PERSONAL MESSAGE ENTRY 156</div> <div>ID: YY-MM-S-ZIPCD-FML 160</div> <div>MESSAGE 161 : Happy Birthday to You Kevin</div> <div>FROM: 162 Your Aunt in Nebraska</div> <div>SUBMIT</div>	
<div>COMMERCIAL MESSAGE ENTRY 157</div> <div>ACCOUNT__ PASSWORD__ 164</div> <div>DISTRIBUTION: 163 Age Range Territory Gender</div> <div>MESSAGE: 161 Big Mac and Fries are half price for You</div> <div>FROM: 162 Local Fast Food Restaurant</div> <div>SUBMIT</div>	<div>COMMUNITY MESSAGE ENTRY 158</div> <div>ACCOUNT__ PASSWORD__ 164</div> <div>DISTRIBUTION: 163 Age Range Territory Gender</div> <div>MESSAGE: 161 Have Good Holidays. See You all Next Year</div> <div>FROM: 162 WHS Principal</div> <div>SUBMIT</div>	<div>EVENT MESSAGE ENTRY 159</div> <div>ACCOUNT__ PASSWORD__ 164</div> <div>DISTRIBUTION: 163 Age Range Territory Gender</div> <div>MESSAGE: 161 Basketball Season Tickets are on Sale 8AM - 5 PM M-F</div> <div>FROM: 162 Sports team</div> <div>SUBMIT</div>

FIGURE 10A

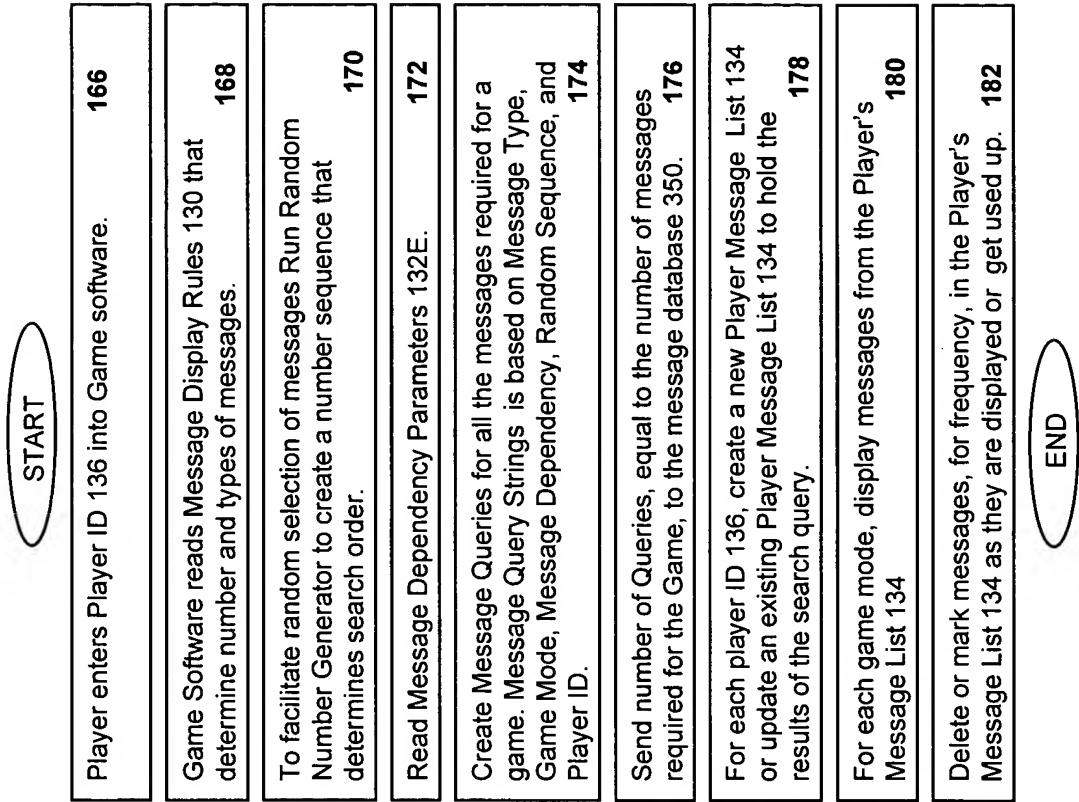


FIGURE 10C

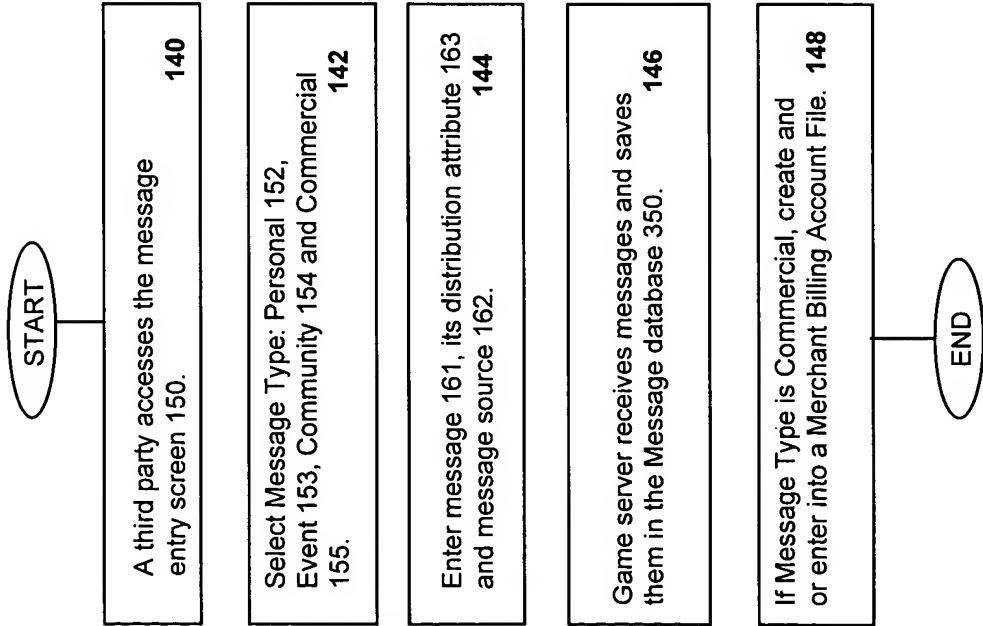


FIGURE 10B

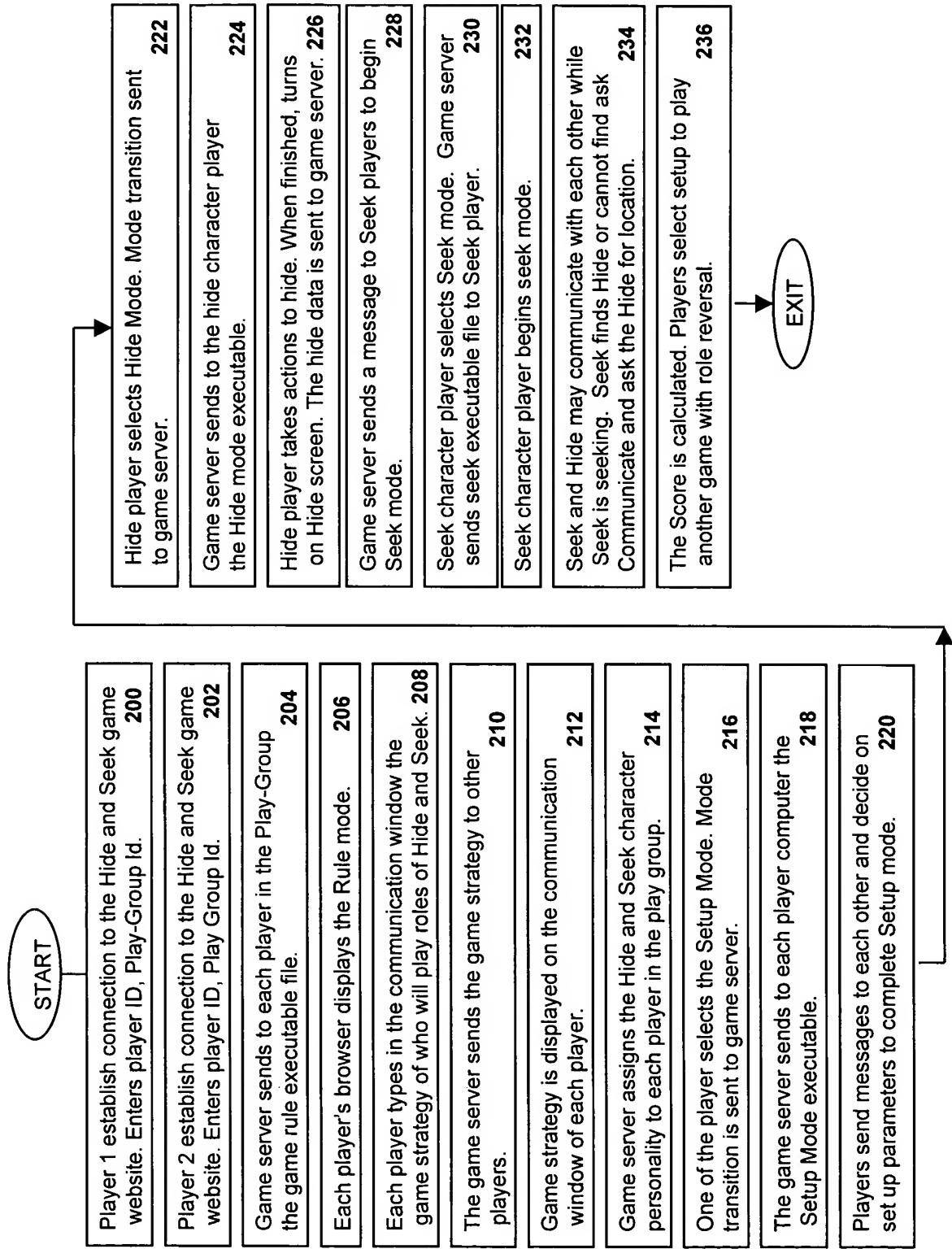


FIGURE 11